



West Indies Hot Pot, Japanese Onigiri, Tanzanian Mishkaki. Discover These Flavors And More in 2018

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Taste Tomorrow's Favorite Flavors with the release of the McCormick® Flavor Forecast® 2018

HUNT VALLEY, Md., Dec. 5, 2017 /PRNewswire/ - Today McCormick & Company, Inc., a global leader in flavor, released the McCormick® Flavor Forecast® 2018. This annual report is a comprehensive look at the best ingredients, cooking techniques and culinary ideas shaping what's new in flavor at restaurants, on retail shelves and in home kitchens.



This year's Flavor Forecast highlights the casual, adventurous and innovative nature of how people are eating across the globe today. One only must taste flour tortos with a grainless hybrid - chicken strips that will grill steak and benefit hot sauce. Discover a Japanese sausage bun, origin infused rice balls, sprinkled with furikake seasoning. And, take a bite of East Africa with spicy Kenyan BBQ skewers and tomato onion sauce. Since 2005, McCormick has explored the unmet needs of chefs, cooks, food makers and food technologists to explore and identify tomorrow's favorite flavors featured in its annual Flavor Forecast. The team predicted spicy, spicy dishes in 2009, hot and smoky meals in 2017, reheating meal concepts and mix in 2018, gluten-free in 2013 and long, heavy flavors in 2015 and heavy, heavy flavors in 2012.

"For 2018, we are looking to new eating experiences that include sharing, are globally inspired and pack a flavorful punch," said McCormick Executive Chef Kevin Vetter. "An array of top-rated both in the marketplace of an Asian hot pot cooking party, meat, seafood and veggie are offered for during, then scooped out and topped with various sauces and fresh garnishes. Change up the ingredients to make it a Mexican or West Indies hot pot meal area."

Discover the Flavors of 2018

1. **Unleashed Flavor Forecast** - Take to the streets for the most tangy of global cuisines. Cash, truck and hot trucks are merging high-flavor ingredients with unique inputs, from and trends to build great new food you can't wait to try.

- **Spilling Egg Crepes** - Called *pan-fried* in China and *dan dan* in Taiwan, these thin pancakes are griddled, filled and rolled up like a burrito. Stuff these Asian wraps with regional American tastes like smoky pork, crisp slaw and tangy sauce for a Southern twist.
- **Crispy West Pepper** - Anise and the taco-sandwich hybrid you must try. Split and fill these crispy corn cakes with sliced meat, veggies and spicy sauce - it's a blend of the best tastes and textures South America and Greece have to offer.
- **Delectable Egg Bites** - In China, these soft, steamed bites are typically served as a snack. But, with a simple dough and classic fillings, you can create the ultimate handheld dinner - like a British hand pie but with bananas, cream, cinnamon and tarte.

2. **A Bite of East Africa** - East African cuisine is a treasure trove of flavor. The signature seasonings, BBQ methods and sauces of Tanzania and Ethiopia are being explored across the globe.

- **Berbera Spice Blend** - Ethiopia's most popular seasoning contains an array of spices like paprika, allspice, cardamom, ginger, cinnamon and red pepper. Its hot, sweet and citrusy flavor lends richness to whatever it touches, whether rubbed on meats, stirred into soups and stews, or sprinkled onto lentils and veggies.
- **Tanzanian BBQ** - These meat skewers, called *mishkaki*, are similar to shish kebabs. The traditional marinade blends lemon, tomatoes and green papaya to tenderize the meat, while curry, garlic, red pepper and ginger add bold flavor.

3. **Japanese Sake Cakes** - Sake on the only one used here to cook. In other Japanese *pan-fried* items up several eating places, unlike in Southern Italy. Featuring hard cheese, seasoned seasonings and tangy dipping sauce, these bites are an acquisition of flavor.

- **Miso Sake Yaki Tori** - It's all about the glaze. This tangy, sweet and savory sauce adds excitement to grilled chicken and seafood skewers. Brush on to instantly impress dinner guests with a distinctive char and bright, glossy look.
- **The Essential Furikake Seasoning** - In Japan, furikake is sprinkled on everything from rice and noodles to veggies and seafood. This coarse mixture of seaweed, sesame, dried seafood, sugar and salt offers umami deliciousness and a subtle, sweet flavor.
- **Onigiri - Stuffed Rice Balls** - Rice balls filled with flavorful goodness are served in almost every Japanese shop. Stuff them with ginger & pickle vinegar-infused chicken for a sweet and spicy snack.

4. **On the Way Westward** - Westward never tasted so good. Breakfast bowls, smothering soups and end-of-day size feature robust flavors and glistening ingredients like cucumber, dandelion greens, ginger, tomato and cayenne pepper. Awaken, stay energized and embrace and about it, enjoy.

- **The Morning Jumpstart** - Swap your coffee for a wake-up call that's packed with tart green apples, refreshing cucumbers, tangy-sweet dandelions and a bold kick of cayenne.
- **The Afternoon Slurp** - Power through your day with a vibrant soup. Cyprian mushrooms, porcini, thyme and sage provide satisfying flavor for the ultimate pick-me-up.
- **The Evening Kick** - Refreshance after a long day. For the ultimate refreshing meal, middle fresh pineapple with ginger, turmeric and dandelion greens, then top with a splash of sparkling water.

5. **Globalize with Hot Pot** - This Asian hot pot party and leave the cooking to you. Gather friends around a steaming pot of deeply flavored broth. Offer meat, seafood and veggie for during, then finish with various toppings for a new DIY meal. The East Asian favorite can be easily changed up to go Mexican, Caribbean and more.

- **Portable Hot Pot** - Shrimp, anchovy, smoked paprika and spices in chicken stock gives this Central Mexican-inspired hot pot a smoky, savory taste. Line it to cook chicken or pork, and finish with corn, avocado crema and fresh garnishes for a festive feast.
- **West Indies Hot Pot** - This hot pot features an amazing spiced coconut milk broth. Slow leeks, thyme, tomato and allspice add intense flavor to the broth, which quickly cooks the seafood. Top it off with a chili pepper pick sauce and garnish right in your kitchen.

To learn more about the Flavors of 2018, including recipes and tips for tasting them now, visit flavorforecast.com.

About Flavor Forecast

Since 2005, the annual McCormick® Flavor Forecast® has identified top trends and ingredients to discover the tastes of tomorrow. For 128 years, McCormick & Company has been guided by a passion for flavor. This passion drives our constant pursuit of what's next in flavor. Created by a global team of McCormick experts - including chefs, culinary professionals, food trucks and food technologists - the Flavor Forecast explores culinary exploration and innovation around the world. These ingredients and recipes inspire home cooks and professional chefs around the world to experience and share the joy of flavor. Visit flavorforecast.com to learn more.

About McCormick

McCormick & Company, Incorporated (NYSE: MCC) is a global leader in flavor. With \$4.4 billion in annual sales, the company manufactures, markets and distributes spices, seasoning mixes, condiments and other flavorful products to the entire food industry - retail outlets, food manufacturers and foodservice businesses. Every day, no matter where or what you eat, you can enjoy food flavored by McCormick. McCormick Brings the Joy of Flavor to Life™. For more information, visit www.mccormick.com.

CONTACT:

Leah M. Berman
McCormick & Company, Inc.
415.272.8733

leah.berman@mccormick.com
www.mccormick.com

Lauren O'Leary
AFCC, McCormick
646.556.6323

lauren.oleary@mccormick.com
www.mccormick.com

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